

# **EXHIBIT E**



Keith Hadelman

Helping Financial Services &amp; Insurance Firms leverage their social/digital presence at scale

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## ← Experience



### Director, Enterprise (Financial Services & Insurance)

Text · Full-time

Apr 2024 - Present · 5 mos

Atlanta, Georgia, United States · Remote

Text (NYSE: YEXT) is the leading digital presence platform for multi-location brands, with thousands of customers worldwide. With one central platform, brands can seamlessly deliver consistent, accurate, and engaging experiences and meaningfully connect with customers anywhere in the digital world. Text's AI and machine learning technology powers the knowledge behind every customer engagement, automates workflows at scale, and delivers actionable cross-channel insights that enable data-driven decisions. From SEO and websites to social media and reputation management, Text enables brands to turn their digital presence into a differentiator. To learn more about Text, visit [Text.com](#)



### Global Account Director, Financial Services & Insurance

SOCi, Inc. · Full-time

Sep 2023 - Apr 2024 · 8 mos

Atlanta, Georgia, United States



### Strategic AE, Financial Services

6sense · Full-time

Mar 2022 - Apr 2023 · 1 yr 2 mos

Atlanta, Georgia

The 6sense Account Engagement Platform helps sellers and marketers predictably grow revenue by engaging anonymous and known buyers from ideal accounts as soon as they begin the purchase journey.



### Account Director, Named Accounts

WalkMe™ · Full-time

Feb 2021 - Mar 2022 · 1 yr 2 mos

Atlanta, Georgia, United States

WalkMe pioneered the Digital Adoption Platform (DAP) to simplify user experiences by combining insights, engagement, guidance and automation capabilities.

Founded in 2011, WalkMe's mission is to make digital adoption for employees and customers simple, while increasing enterprise productivity.

Our platform works as an invisible layer of visual cues and personalized content placed on top of your website or enterprise software.



### Director Sales, Enterprise (Financial Services)

Text

Apr 2017 - Jan 2021 · 3 yrs 10 mos

Greater Atlanta Area

The ultimate source for official answers about a business online should be the business itself. However, when consumers ask questions on company websites, too often they are left in the dark with wrong answers. Text (NYSE: YEXT), the Search Experience Cloud, solves this problem by organizing a business's facts so it can provide official answers to consumer questions — wherever people search. Starting with the company website, then extending across search engines and voice assistants, businesses around the world, like Morgan Stanley, Farmer's Insurance, JP Morgan Chase, and Allstate—as well as organizations like the U.S. State Department—trust Text to radically improve the search experience on their websites and across the entire search ecosystem.

Text's mission is to help businesses and organizations around the world deliver official answers everywhere people search. Text has been named a Best Place to Work by Fortune and Great Place to Work®, as well as a Best Workplace for Women. Text is headquartered in New York City with offices in Amsterdam, Berlin, Chicago, Dallas, Geneva, London, Miami, Milan, Paris, San Francisco, Shanghai, Tokyo, and the Washington, D.C. area—and work-from-home offices all around the world.



\$YEXT NYSE



### Hearsay Systems

5 yrs 2 mos

#### ● Director of Sales, Financial Services

Jan 2016 - Apr 2017 · 1 yr 4 mos

Greater Atlanta Area

Hearsay Systems offers the complete client engagement solution for financial services, empowering advisors and agents to effectively use digital to build stronger relationships that grow business. Hearsay platform is used by more than 150,000 advisors, agents, loan officers & wholesalers at the world's largest financial services and

Responsible for:

Canada 2017

Sales Development North America 2016 / 2017

East Mid-Market 2016

**Strategic Account Executive**

Mar 2012 - Apr 2017 · 5 yrs 2 mos

Atlanta

**Regional Sales Manager**

SuccessFactors

Feb 2010 - Feb 2012 · 2 yrs 1 mo

Responsible for selling Business Execution SaaS Platform (Core HR with Integrated Talent Management) to SouthEast Named Accounts (>5,000 emps)

**Regional Sales Manager**

Veremark Technologies

Feb 2009 - Feb 2010 · 1 yr 1 mo

Veremark Technologies, Inc. is a Telecom Expense Management (TEM) software company providing hosted manage service solutions to address complete TEM process managing voice, wireless, and data.

**Application Sales Manager**

Oracle / PeopleSoft

Feb 2002 - Jan 2009 · 7 yrs

ERP Applications (Human Capital Management, Talent Management, Financials, Procurement), Incentive Compensation, Customer Relationship Management and Business Intelligence Applications to Named Accounts >\$500MM in revenue across Southeast.

**Sr Account Executive**

Ockham Technologies

Aug 2000 - Sep 2001 · 1 yr 2 mos

Sales Performance Management (CRM) (management dashboards for sales executives, Territory Alignment and Quota Management applications) for early startup.

**Account Manager**

Oracle Corporation

Oct 1997 - Aug 2000 · 2 yrs 11 mos

Enterprise Performance Management Applications and Database Technology to Major Accounts >\$500MM in revenue across GA, AL, MS

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